

Message Text

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51

ACTION EUR-25

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INFO AMEMBASSY SOFIA

AMEMBASSY VIENNA

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E.O. 11652: N/A

TAGS: BEXP BU

SUBJ: US PARTICIPATION PLOVDIV FAIR 1974.

VIENNA FOR EWTC AND REX, FROM FISCHER

1. STAUFFER CHEMICALS OF GENEVA IS ANXIOUS TO PARTICIPATE UNDER US AUSPICES PLOVDIV FAIR, BUT WANTS TO KNOW ASAP ABOUT SPACE ALLOCATION. STAUFFER PROPOSES TO TAKE A MINIMUM OF 18 SQUARE METERS IN ORDER TO DISPLAY MULTI-SCREEN PROGRAM ON HISTORY OF AMERICAN AGRICULTURE. PROGRAM IS ABOUT 30 MINUTES LONG AND USES TWO 16 MM. PROJECTORS AND 1 SLIDE PROJECTOR AND WAS DESCRIBED AS "EDUCATIONAL PRESENTATION WITH MINIMUM PRODUCT SELL". STAUFFER REQUESTS EWTC TO CONTACT THEM WHEN SPACE REQUIREMENTS CAN BE ASSURED.

2. CATERPILLAR, INC. EXPLAINED ITS RELUCTANCE TO DISPLAY AT PLOVDIV BECAUSE OF BACK-ORDER PROBLEMS ON MOST OF ITS EQUIPMENT. CATERPILLAR HAS MADE SOME SALES IN BULGARIA BUT AT THE MOMENT IS NOT MAKING A MAJOR EFFORT TO DEVELOP THE MARKET. SALES MANAGER FOR EASTERN EUROPE, HOWEVER, AGREED TO RECONSIDER IF GOB GAVE SOME ASSURANCES THAT EQUIPMENT DISPLAYED WOULD BE PURCHASED. CATERPILLAR SUGGESTED THAT FOLLOWING EQUIPMENT WOULD BE MOST INTERESTING TO BULGARS: TRACK LOADERS MODEL 951 C AND 955 L AND

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WHEEL LOADERS MODELS 930 AND 950. FISCHER PROMISED TO EXPLORE

THIS QUESTION WITH AGROMASCHINAIMPEX AND MINISTRY FOREIGN TRADE
OFFICIALS UPON HIS RETURN TO SOFIA. CATERPILLAR UNDERSTANDS
THAT GOB CANNOT GIVE FIRM PURCHASE GUARANTEE BUT WOULD LIKE TO
HAVE SOME ASSURANCES THAT SALES OF DISPLAYED EQUIPMENT WERE
LIKELY. GOOLD

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